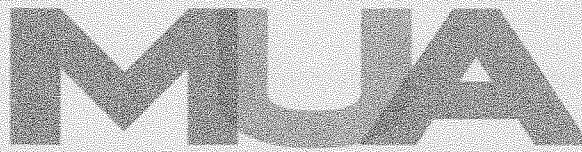


The
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POST GRADUATE UNIVERSITY EXAMINATIONS -APRIL 2013

SCHOOL OF MANAGEMENT AND LEADERSHIP

EXECUTIVE MASTER OF SCIENCE IN APPLIED MANAGEMENT AND LEADERSHIP

AML 501: RESEARCH METHODS FOR SOCIAL STUDIES

DATE: 19TH APRIL 2013

DURATION: 3 HOURS
MAXIMUM MARKS: 60

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **four (4)** questions.
4. Question **ONE** is **compulsory**.
5. Answer any other **TWO** questions.
6. Question one carries **30 MARKS** and the rest carry **15 MARKS** each.
7. Write **all** your answers in the Examination answer booklet provided.

QUESTION ONE

Given the following Research problem statement, read it and answers the questions that follow.

The concept of shared services centers (SSCs) continues to be of much interest to private sector organizations due to the cost effective service delivery associated with it. SSCs have also in the last decade gained the interest of politicians, as well as administrators in the private and public sector with view to improving efficiency. To this end, first, a SSC provides non-core services to the business, employing a specialist team, geographically unconstrained, and focusing on the requirements of the customer. This involves a philosophy and approach totally unlike traditional corporate- driven centralization. Second, the goal of a SSC is to provide a high quality, non-core services which include both repetitive common processes and more specialized professional services to the business at lower cost and more efficiently than the business could otherwise provide for itself. Third, a SSC achieves its goals through cost savings and higher quality of service by leveraging economies of scale, organization realignment, core technology, standardized processes, best practice and end-to-end process re-engineering. Shared service function is more important to the success of most corporations today than they have ever been. The speed and breath of use of the concept of SCCs is so rapid that it is quickly becoming the paradigm for staff organizations. However, some companies are getting into the practice of shared services without fully understanding why or how it works. If poorly implemented, the possible danger signs of a failing shared services operation include: the general absence of a service-oriented way of operating; high staff turnover and low morale, no structured communication plan with customers; service level agreements not in place or not conformed to; a lack of standard processes; negative customer relationships; minimal use of automation tools and poor leadership and line management.

REQUIRED:

- a) Based on the above problem statement, write a research title for the study. (5 marks)
- b) State five specific objectives for the above problem statement. (5 marks)
- c) What are the research questions for the study? (5 marks)
- d) Design a conceptual framework for the study. (7 marks)
- e) Design a brief data collection tool for the study, justifying the choice of the tool. (8 marks)

QUESTION TWO

Assume you have been tasked by the management board to carry out research to establish the determinants of organization performance. Using the well-defined process, explain how you will go about doing the exercise. (15 marks)

QUESTION THREE

- a) Using practical examples distinguish the following variables as used in research. (6 marks)
 - i) Independent Versus dependent variable
 - ii) Moderating versus intervening variable
 - iii) Continuous versus discrete variable.
- b) Literature review is one of the important components of research; explain reasons for reviewing literature in research. (9 marks)

QUESTION FOUR

- a) Sampling is the process of picking a representative sample from the population. Explain the various considerations in determining a sample size. (7 marks)
- b) Using practical explain the Ethical Principles Guiding Research. (8 marks)

